

**Remarks/Arguments:****A. Status of the Claims**

Claims 1-4, 6-10, 12-14, 18-23, and 27-32 were pending. Claims 1, 14, 19, 22, and 29-30 have been amended. Claims 5, 11, 15-17, and 24-26 were previously canceled. Claims 4, 8-10, 12-13, 21, 27-28, and 31-32 are being canceled in this Submission. Claims 1-3, 6-7, 14, 18-20, 22-23, and 29-30 will now therefore be pending. No new matter has been added.

**B. Section 103 Rejections**

Each pending claim stands rejected under 35 U.S.C. § 103 as being allegedly obvious in view of the Witek reference in combination with the eBay articles the Examiner has labeled Reference 1 and Reference 2. The Examiner cites Witek as allegedly teaching all aspects of the rejected claims except for reference to telephone numbers. The Examiner cites eBay Reference 1 and Reference 2 as teaching the use of telephone numbers, as claimed. Applicants respectfully disagree and request the Examiner to reconsider the rejections in view of this Submission.

Witek is directed to a classified ad system for the internet. *See* Title, Abstract. According to Witek, an internet ad is created through the collection of (1) ad text, (2) name and address information, and (3) credit card information. *See* FIG. 16a, element 316. A user may locate the ad using selection parameters (*see, e.g.*, FIG. 6, elements 108, 110 and FIG. 7, element 112) and a keyword search (*see* FIG. 10, element 148). Absent from this description is any mention or suggestion of telephone numbers. Further, even if telephone numbers were implicated through the entry of name and address information, such information is not searched — the keyword search feature in Witek searches against the “actual ad text,” not address (or other) information. *See* col. 28, lines 42-28.

Witek does not teach or suggest any of the claimed functionality concerning telephone numbers, and eBay Reference 1 and Reference 2 do not cure this significant deficiency. The eBay references nowhere mention telephone numbers, nor do they suggest the claimed functionality concerning telephone numbers appearing in the claims. Rather, the eBay articles simply remind readers that some online auction users choose “cool” or “straightforward” names, while others may use an email address for an auction-site alias.

Despite the clear absence of any evidence concerning telephone numbers, the Examiner argues that the claimed functionality would have been obvious. Applicants respectfully submit that the current rejections do not establish a *prima facie* case and requests their withdrawal.

Turning now to each amended independent claim, Applicants wish to further point out representative, patentable differences with the cited art. Amended claim 1 requires correlation of a telephone number with a plurality of network addresses. Links to those addresses are provided to direct a remote user to a plurality of web pages corresponding to the addresses. Such functionality is nowhere disclosed or suggested by the cited art.

Amended claim 14 requires: defining an online ad, associating a URL address for the online ad with a telephone number, associating the telephone number with a corresponding print ad, and providing a link to the URL address in response to receipt of the telephone number so that a viewer of the print classified ad is directed to the corresponding online ad. Such functionality is nowhere disclosed or suggested by the cited art. Amended claim 22 includes similar, patentably-distinct subject matter.

Claim 19 has been amended for clarity, in response to the suggestion of the Examiner. Claims 29-30 have been amended to take into account amendments made to their independent claim — claim 1.

Applicants respectfully request that all pending rejections be withdrawn so that the claims may pass to issuance.

**C. Conclusion**

The present application is believed to be in condition for allowance. If there are any questions or concerns, the Examiner is invited to contact the undersigned attorney at 512-536-3018 or by e-mail at [mbarrett@fulbright.com](mailto:mbarrett@fulbright.com).

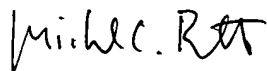
**Petition for a Three Month Extension of Time:**

Pursuant to 37 C.F.R. § 1.136(a), Applicants petition for an extension of time of three months up to and including December 16, 2005, in which to file this Submission (and RCE) in response to the Final Office Action dated June 16, 2005. A check is enclosed, which includes the small entity fees for filing a Request for Continued Examination under 37 C.F.R. § 1.114 and a three-month extension of time. If the check is inadvertently omitted, or should any additional fees under 37 C.F.R. §§ 1.16 to 1.21 be required for any reason, or should an overpayment be included, the Commissioner is authorized to deduct or credit the appropriate fees from or to Fulbright & Jaworski Deposit Account No. 50-1212/EZCD:002US/MCB.

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The Examiner is invited to contact the undersigned attorney at (512) 536-3018 with any questions, comments or suggestions relating to the referenced patent application. For example, Applicants would be willing to set up a telephone conference if the Examiner would find it helpful. Please date stamp and return the enclosed postcard evidencing receipt of these materials.

Respectfully submitted,



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